



State of Washington

DEPARTMENT OF SOCIAL AND HEALTH SERVICES

*PO Box 45811, Olympia WA 98504-5811*

November 3, 2006

TO: All Potential Bidders

FROM: Sandra Elliot, RFP Coordinator  
DSHS / Central Contract Services

SUBJECT: Amendment No. 3 – DSHS Responses to Bidders' Questions  
Request for Proposal #0634-238  
Problem Gambling Education

The following DSHS Responses to Bidders' Questions received are issued as Amendment No. 3 to the Request for Qualifications identified above and issued September 27, 2006.

**Note:** These DSHS Answers to Bidders' Questions may only explain or clarify some aspect that is already addressed in the RFP. But some of the answers may also supplement or change what was previously stated in the RFP, or in an exhibit.

***Therefore it is important that bidders review all questions and answers, and not just those that they may have submitted.***

## DSHS Request for Qualifications # 0634-238 Amendment 3

### Bidder Questions/DSHS Answers

Q 1	You mention in your document that several Washington tribes will be supporting this campaign. What form will that support be in, and which tribes have committed to support? Do you anticipate a need for the winning agency to work with any tribes on a coordinated basis?
A 1	<p>In 2005, seven federally recognized tribes donated funds to support the state's efforts to address problem gambling. Compacts with some or all of the tribes offering Class III gambling activities under the federal Indian Gaming Regulatory Act have been recently amended to clarify that additional donations are allowable under the terms of those agreements. Some of the funds donated to date are included in the budget associated with this RFP.</p> <p>The state law creating the problem gambling prevention and treatment program required DASA to establish an advisory committee to assist it in the management of the program, and that tribal entities be represented on the committee. The development and implementation of outreach efforts conducted under the contract awarded will continue to be a topic of discussion between DASA and the advisory committee.</p>
Q 2	Do you have an in-house media relations partner already under contract? If so, who? If not, when do you anticipate awarding that contract?
A 2	We have a contract with Levich Advertising for generating news media coverage and placing public service announcements, through January 2007.
Q 3	You mention on page 4, paragraph 5 that the winning agency will need to effect buy-outs on all materials in the event that other states want to use our creative materials. Do you have plans to syndicate to other states?
A 3	There are no plans at this time. The intent is for DSHS to be able to provide some (not all) campaign materials to other states, upon request, without incurring additional talent fees.
Q 4	Will any special weighting be given to minority owned contractors or vendors?
A 4	No.
Q 5	The biggest challenge on timing will be to meet an early March date for National Problem Gambling Awareness Week. What do you expect the winning agency to have competed by this time?
A 5	DSHS is only asking for a plan based on what is possible given the timing limitations—there is no minimum requirement.